

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY CANBERRA

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E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: FY 76 CCP FINAL REPORT

REF: CANBERRA 7898

1. WASHINGTON COMMERCIAL ACTION GROUP (WCAG) MET NOVEMBER 23 TO REVIEW THE MISSION'S PERFORMANCE FOR THE FIFTH QUARTER AS SET FORTH IN THE FINAL REPORT FOR FY 76.

2. WCAG IS QUITE PLEASED WITH THE MISSION'S OVERALL PERFORMANCE PARTICULARLY IN THE LIGHT OF UNAVOIDABLE MODIFICATIONS TO THE RELATED TRADE CENTER PROGRAM.

3. THE CANCELLATIONS REFERRED TO IN REF CABLE WERE UN-AVOIDABLE BECAUSE OF THE NECESSITY TO DEFER TO THE SELECTION OF THAT SAME THEME FOR THE SAO PAULO TRADE CENTER. THE SAO PAULO TRADE CENTER HAS TOP PRIORITY OVER ANY INTERNATIONAL TRADE SHOW OR OTHER TRADE CENTER
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PROGRAMS DURING ITS INAUGURAL YEAR. REGRETTABLY, REIN-

STATEMENT OF THE TWO TRADE MISSIONS AND THE TC EXHIBITION ON FOOD PROCESSING AND PACKAGING EQUIPMENT (FPP) IS NOT POSSIBLE FOR THIS REASON UNLESS OTHER FPP EVENTS ARE SUBSEQUENTLY CANCELLED IN FY 77 AND 78. WCAG AND PROGRAM COORDINATION WILL MONITOR THIS SITUATION VERY CLOSELY AND

ADVISE THE MISSION OF ANY CHANGE.

4. HOWEVER, FOR MISSION'S GUIDANCE IN THE FUTURE FUTURE, IF FOOD PROCESSING AND PACKAGING EQUIPMENT, OR ANY MARKET SITUATION WARRANTS CAMPAIGN STATUS, THE OPPORTUNITIES AND DESIRABILITY OF A CAMPAIGN DO NOT DISAPPEAR WITH CANCELLATION OF A PROMOTIONAL EVENT. TRADE OPPORTUNITIES OR OTHER INITIATIVES SHOULD BE SUBSTITUTED AS CAMPAIGN ACTIONS. WCAG WOULD WELCOME POST'S ALTERNATIVE ACTIONS TO EXPLOIT THE PROSPECTS OFFERED IN ANY OF THE INDUSTRY SECTORS SELECTED.

5. WCAG REQUESTS EMBASSY ASSESSMENT AS TO WHETHER MAJOR PROJECTS PROGRAM MIGHT BE MORE PRODUCTIVE IF ACTION POST CONCENTRATED ON SELECTED NUMBER OF PROJECTS IMPLEMENTED BY GOA, FEDERAL OR STATE AUTHORITIES WHERE TENDER SUBJECT TO INTERNATIONAL COMPETITION RATHER THAN WESTERN AUSTRALIAN PROJECTS. MOST OF WHICH IN MINING SECTOR AND THEREFORE TENDERED BY PRIVATE FIRMS OR CONSORTIUMS. THIS MIGHT AFFORD OPPORTUNITY FOR U.S. ENGINEERING AND CONSTRUCTION FIRMS NOT NOW OPERATING IN AUSTRALIA TO BREAK INTO THE MARKET.

6. WE NOTE THAT PRIORITY PROJECT -- VISIT USA WAS POSSIBLY THE MOST ACTIVE OF ALL FY 76 CAMPAIGNS. CAMPAIGN MANAGER SHOULD BE CONGRATULATED FOR INITIATIVES SHOWN. CIRCULAR LETTERS TO TRAVEL AGENTS WERE EXCELLENT IDEA. WOULD THE EMBASSY WANT TO ALLOCATE ADDITIONAL RESOURCES TO THIS CAMPAIGN AT THE EXPENSE OF ONE OF THE LESS DYNAMIC CAMPAIGNS PRESENTLY PROPOSED FOR FY 77 AND 78.

7. OED WOULD APPRECIATE QUANTIFICATION OF ITS PROGRAMS. PLEASE SEE P. 10, FY 76 CCP. SPECIFIC ITEMS OF INTEREST ARE 4, 1, 2, 3, 4, 5, 6, 7, 8, 10, 20, 21, 22, 23, 24 AND UNCLASSIFIED

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25.

WCAG CONCLUDES WITH EXPRESSION OF APPRECIATION FOR THE QUALITY OF REPORTING, ACTIONS TAKEN AND RESULTS ACCOMPLISHED. WE LOOK FORWARD TO WORKING TOGETHER IN FY 77. ROBINSON

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